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STATICS AND DYNAMICS OF TIME AS A METALINGUISTIC CATEGORY AND A CULTURE-SPECIFIC CONCEPT

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Abstract

The article deals with the dualism of time as a metalinguistic category and a culture-specific concept. The category of time has played an important role in the succession of paradigms in linguistics, so the factor of time has been one of the most significant parameters in linguistic research throughout centuries. Along with synchronic and diachronic approaches to language studies, the possibility of analyzing languages panchronically and achronically is considered, which leads to an alternative interpretation of the metalinguistic category of time. It is implied that the dialectical opposition of statics and dynamics forms the basis of linguistics, language itself, and consequently determines the concept of TIME as a part of the linguistic view of the world. The self-contradictory character is intrinsic to the concept of TIME, which is shown with the help of the empiric method involving gathering and semantic description of English phraseological units. So, within the English linguistic view of the world two opposite systems of metaphorizing of the concept of TIME are perceived: that of the stationary entity and that of the dynamic phenomenon. Both systems are anthropocentric, as the stative and the dynamic nature of TIME is understood only as related to the person speaking.

Keywords: concept of TIME, culture-specific concept, diachronic language studies, metalinguistic category of time, synchronic language studies.

Variation of the Axiological Field of the Russian Borrowing Apparatchik in the French Media

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Abstract

Media texts function as a means of reality interpreting is the focus of the present study. The purpose of the research is to examine semantics and functioning of the Russian borrowing APPARATCHIK as a means of assessing

a person in French media in contexts that do not refer to Russian events and comments to them in 2011–2021. Methods: continuous sampling, pragma-linguistic analysis, functional analysis. Results: The semantics of the studied word incorporates flickering of positive and negative connotations which is especially vivid in the era of mediatization of political events. The addressee becomes an active participant of generating the axiological field: the author's assessments cause a response of readers' ones in comments which sometimes gives rise to a conflict of assessments.

Keywords: axiology, borrowings, French, mass media, pragmalinguistics, Russian borrowings.

Introduction. Journalists' opinions and assessments have an increasing influence on the perception of events and personalities by readers, changing their picture of the world. Media texts function as a means of reality interpreting.

We proceed from the understanding of a word as a sign, the components of which are in constant development, and the evolution of the meaning of which is determined by changes in event referents, as well as the cognitive system in the collective consciousness and in the consciousness of an individual.

Connotative meaning of a sign evaluating a person can on the one hand be initially included in the semantic structure of a word, bringing negative values, such as defamatory or pejorative ones, or a positive value, praising or even flattering. On the other hand, it can manifest itself when the word functions in a certain context and in a specific communicative situation [Buralkin and Chernenkaya 2019].

The subject of the research at this stage was semantic structure of borrowings from the Russian language completely assimilated in French which are used by its native speakers in isolation from the context of Russian culture, and especially those making evaluative judgments such as *agit-prop*, *apparatchik*, *intelligentsia*, *niet*, *oukase*, *refuznik* (*tech-refuzniks*), *stakhanoviste* [Avdonina and Zhabo 2019a].

The purpose of the present study is to consider functioning of the French concept APPARATCHIK as a means of assessing a person in the media in 2011–2021.

Methods: continuous sampling, pragmalinguistic analysis, functional analysis.

Results. Almost all French dictionaries record two meanings of this word: 1. Historicism, a functionary of the Communist Party of the USSR; 2. Modern derogatory meaning: a bureaucrat, often a placeman who takes advantage of his position [Larousse; CNRTL; Buchi 2010]. Its functioning is currently changing.

The context of historicism remains with a cultural correlation with the USSR:

- a comment about Bruno Le Roux before his nomination to the post of the Minister of the Interior of France: *turando 17.12.2014. Bruno Leroux. Qui est ce ? Une gueule d'apparatchik, une tenue d'apparatchik, un discours*

- d'apparatchik, des idées d'apparatchik, une mentalité d'apparatchik, un niveau de vie d'apparatchik, des avantages d'apparatchik ... Bref un nostalgique du goulag* [www.lesalonbeige.fr]. The reader fights against censorship and describes this statesman: his face, outfit, speech, ideas, mentality, standard of living, perks... — as a bearer of ideology: 'a nostalgic for the gulag'.
- a comment about a presidential candidate: *Benoît Hamon : le pote apparatchik. Dans un film documentaire sur l'URSS Hamon serait parfaitement à l'aise dans le rôle du "Kamarade apparatchik"! Limousine noir, imperméable noir, et épouse au sac-à-main lvmh importé sous le manteau noir !* (Le Point, 25.01.2017) / 'Benoît Hamon: the apparatchik buddy. In a documentary film on the USSR Hamon would be perfectly at ease in the role of "Kamarade apparatchik"! Black limousine, black raincoat, and wife with the imported LVMH handbag under the black coat!'

As the above examples show, the addressee becomes an active participant of generating the axiological field: the author's assessments cause a response of readers' comments which sometimes gives rise to a conflict of assessments. Thus, an axiological complex arises that unites the article and comments to it.

The seme of the ideology of communism, leftist views, including the trade union movement, is still present, but a new seme is emerging: luxury in which managers are mired, for example: (about Mélenchon) *16.06.2020, le soi-disant insoumis avait commencé sa carrière comme pur **apparatchik de la gauche caviar maastrichtienne*** [www.valeursactuelles.com/120590] / 'the so-called rebellious had started his career as a pure apparatchik of the Maastrichtian caviar left-wing'.

The apolitical nature of such figures is emphasized: *Politicaïlle. Pargneaux <...> a tout de l'apparatchik*. Reynald, un élu socialiste, résume la doctrine Pargneaux : "**Aucun fond politique, il s'adapte au gré du vent**". (La Brique. Journal local de critique sociale, 06.01.2017) / 'Vile political fuss. Pargneaux <...> is the spitting image of an apparatchik. Reynald, an elected representative, sums up the Pargneaux doctrine: "No political background, he adjusts the sails" '.

A figure who does not at all correlate with left-wing structures, is often called apparatchik, the denotation being "a functionary" with connotations as negative assessment associated with the context [Avdonina and Zhabo 2019b]. As a consequence, this evaluative word is used in the same way towards the ultra-right:

Quand Marine Le Pen invente l'extrême droite caviar. ...le Front national ne parle pas comme un tract du Parti communiste : il agit comme un apparatchik du Parti communiste. Il parle du peuple pour se goberger d'honneurs, il s'engraisse de ses rentes, il sombre dans le contentement de soi, le copinage en smoking [www.liberation.fr/debats/2015/04/24/1264198/] / 'When Marine Le Pen invents the ultra right caviar. ... The National Front does not speak like a Communist Party leaflet: it acts like an apparatchik of the Communist Party. He talks about people to swallow up honors, he fattens his income, he sinks into self-satisfaction, cronyism in a tuxedo.'

*Abdelkader Bensalah, le long **parcours doré d'un apparatchik** algérien.* (Le Monde Afrique, 15.04.2019) / : 'a long golden career of an Algerian apparatchik'.

The same luxury connotation is used in car advertising: *Tatra 603, une **limousine d'apparat chic pour apparatchik*** (Le Monde, 18.11.2016) / 'Tatra 603, a chic ceremonial limousine for an apparatchik'.

The word designates a modern official as a bureaucrat, party functionary or other structure, for example:

- À Hong Kong, la radio-télévision publique bientôt **dirigée par un apparatchik** (Courrier International — Paris. 24.02.2021) / 'In Hong Kong, public radio and television soon to be run by an apparatchik'.
- (a negative comment): *Castex se conduit de plus en plus comme un **apparatchik de parti, brutal et autoritaire, ignorant aussi*** (Le Point, 21.02.2021) / 'Castex is behaving more and more like a party apparatchik, brutal and authoritarian, also ignorant'.

Literary works interpret the modern meaning of the word and seek to refute the traditional negative opinion (Figure 1a and 1b), there are nicks in Twitter and a nickname of a Burkina Faso French-speaking singer (Figure 1c).



1a



1b



1c

Figure 1a. Edouard Philippe, at that time mayor of Le Havre, describes the daily life of apparatchiks who act in the shadows to highlight the leaders [Philippe, Boyer, 2011];

Figure 1b. Jean-Baptiste Forray's "La République des apparatchiks" speaks about the professionalization of politicians [Forray 2017];

Figure 1c. Musique : Abdoul-Halim Ouédraogo nicknamed APPARATCHIK presented his new album on Monday February 24, 2020 in Ouagadougou [<https://lefaso.net/95090>].

The word is getting positive connotations in recent years: *Il est **jeune**, bientôt 34 ans, malgré sa calvitie naissante. Il a un look revendiqué très **Sciences po**, dont il est issu. Il garde la **simplicité et le goût de la terre** des gens du Limousin. Il **grenouille**, mais a le **sens des relations et du collectif** comme au basket, son **sport**. C'est un **apparatchik**, mais il n'oublie pas qu'il vient de la **classe moyenne**. Et surtout, il ne renie pas son **parti**, même à l'agonie. Tel est Rémi Justinien, le **nouveau** premier fédéral du Parti socialiste de Charente-Maritime* (Sud Ouest, 03.02.2021) / 'He is young, almost 34 years old, despite his birth baldness. He has a look that is claimed to be very Sciences Po, from which he

graduated. Coming from Limousin, he keeps the simplicity and the taste of the earth. He spins intrigues, but has good interpersonal skills, he is a team player as in basketball, his sport. He's an apparatchik, but he doesn't forget he's from the middle class. And above all, he does not renounce his party, even in agony. Such is Rémi Justinien, the new first federal of the Socialist Party of Charente-Maritime'.

The word is so strongly assimilated that it is inserted into catchphrases, for example, Gilles Heuré put the word in one of the most famous replicas of French cinema from the movie "Hôtel du Nord": *15.12.15. Apparatchik, apparatchik... est-ce que j'ai une gueule d'apparatchik ?* [www.telerama.fr/135486] instead of "Atmosphère ! Atmosphère ! Est-ce que j'ai une gueule d'atmosphère ?" / 'Do I look like atmosphere?'

Apparatchiks are increasingly winning presidential elections: *Algérie : Abdelmadjid Tebboune, un apparatchik à la tête du pays* (Le Parisien, 13.12.2019); *Le nouveau président cubain, un apparatchik énigmatique* [www.challenges.fr/581556].

Conclusions. We distinguish two interrelated subsystems in the human cognitive system: 1) a system of images, concepts, representations as units of information, and 2) a system of intentions, evaluations, logical connections, emotions, which constitutes a logical-evaluative concept. The values of APPARATCHIK include 1. The USSR historicism; 2. Communist and leftist ideology component; Designation of: 3. Any functionary, with a derogatory meaning; 4. Any functionary with neutral signification; 5. Professional bureaucrat with positive evaluation. Expanding its connotative meaning shows the fragility and instability of the connection between its denotative and connotative meanings. New meanings do not supplant old ones, they exist in parallel. Such flickering of positive and negative connotations is especially vivid in the era of mediatization of political events. Not everyone perceives the same, it depends on the generation, the context of the situation and the context of the text. The intended content of the word in the media does not always turn into what is actually reported due to the reader's reinterpretation of it. The possible discrepancy between readers' individual assessments and the author's ones requires that the author use this linguistic unit more consciously and purposefully.

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